Statement by: the International Union for Health Promotion and Education (IUHPE)

Excellencies, Ladies and gentlemen. My name is Graham Robertson - President of the IUHPE - the International Union for Health Promotion and Education: the leading global society for health promotion.

As we move beyond this High-Level Meeting, the focus on beating NCDs will need to be on Implementation – and frankly, on addressing past shortcomings in this area.

So how can we do better?

The IUHPE believes that investment in health promotion, and in particular, investment in the systems that support health promotion is a key building block for success.

Our position paper, *Beating NCDs equitably: Ten system requirements for health promotion*, states clearly that health promotion will have an important impact on achieving the NCD goals, but only if governments invest in its systems and services.

**We propose three types of system requirements:**

- **Political and policy requirements;** including real political commitment to effective policies and to well-funded action plans
- **Enabler requirements;** which ensure
  - Dedicated health promotion institutions
  - High-level health promotion leadership
  - A competent workforce, and
  - Resourcing of the ‘best ’and even ‘good enough buys’ for health promotion interventions.

And,

- **Implementation requirements** that support comprehensive health promotion initiatives that involve bold policies, fiscal measures, environment changes and health literacy programmes, with continuing engagement of non-state actors.
Figure 1. Beating NCDs equitably: Ten system requirements for health promotion and the primary prevention of NCDs. Interaction between requirements.

NCDs remain the greatest health challenge of our time and one of the leading challenges for equity and global development. We have welcomed, at this and previous meetings, the ambitious targets that we all endorse. But these targets will only be achieved by stepping up commitment to implementation and health promotion systems.

We call on the United Nations, the WHO and member states to invest in a systems approach to health promotion to beat NCDs; and we commend the IUHPE’s position paper to you – as one tool to aid in this objective. Thank you.

Link to full Position Paper from
IUHPE: https://www.iuhpe.org/images/IUHPE/Advocacy/IUHPE_NCDs_positionstatement.pdf

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